

Message Text

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PAGE 01 BUENOS 03391 161817Z

20

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 /066 W

----- 060038

R 161501Z MAY 75

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 1204

USDOC WASHDC

UNCLAS BUENOS AIRES 3391

E.O. 11652: N/A

TAGS: AFSP, APER, BEXP, AR

SUBJECT: COMMERCIAL SECTION STAFFING

REF: A) BA2684, APRIL 17, 1975; B) A-385, DECEMBER 6, 1975;

C) BA 9158, DECEMBER 19, 1975; D) BA3343, MAY 14, 1975

1. PER DISCUSSION OF AMBASSADOR HILL WITH ACKERMAN
DURING WEEK OF MARCH 31, EMBASSY HAD UNDERSTOOD THAT
TEMPORARY FSL POSITIONS ASSIGNED TO EMBASSY AT THE
BEGINNING OF CY 1975, AND CURRENTLY FILLED BY FORMER
TRADE CENTER EMPLOYEES EUGENIO PALLARES JORDA AND NORBERTO
TURDO, WOULD BE RETAINED. RECENT INFORMAL COMMUNICATIONS
WITH WASHINGTON HAVE INDICATED THAT THERE IS SOME DOUBT
ON THIS ISSUE. EMBASSY WOULD APPRECIATE A RAPID AND
FAVORABLE FINAL DECISION TO ALLOW EMBASSY TO RETAIN THESE
POSITIONS. WE CANNOT UNDERTAKE ANY PROGRAMS OR PLANNING
UNTIL WE KNOW WHAT OUR STAFFING LEVEL IS GOING TO BE.

2. AS WASHINGTON AGENCIES ARE AWARE, THESE TWO POSITIONS WERE
ASSIGNED WITH A VIEW TO ENABLING THE EMBASSY TO CONTINUE
A TRADE PROMOTION EVENT PROGRAM ON A REDUCED SCALE
FOLLOWING THE CLOSURE OF THE TRADE CENTER LAST NOVEMBER.
THE EMBASSY PUT TOGETHER AN EVENT PROGRAM AND FORWARDED
IT TO WASHINGTON IN DECEMBER (SEE REF (C)). THIS PROGRAM
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PAGE 02 BUENOS 03391 161817Z

HAS SO FAR TAKEN UP ABOUT 80 PERCENT OF THE TIME OF MESSRS.

TURDO AND PALLARES. WE FEEL THAT IT IS WORTHWHILE CONTINUING, NOT ONLY BECAUSE OF THE INCREMENTAL SALES THAT IT WILL GENERATE, BUT BECAUSE OF ITS EXPERIMENTAL NATURE. WE EXPECT TO BE ABLE TO PROVE THAT AN EMBASSY CAN CARRY OUT AN ACTIVE TRADE EVENT PROGRAM WITHOUT THE NEED FOR A TRADE CENTER. TO CARRY OUT THE EXPERIMENT, OF COURSE, WE WILL NEED THE MANPOWER RESOURCES.

3. TRADE EXPOSITIONS ARE A PARTICULARLY USEFUL EXPORT PROMOTION TOOL IN ARGENTINA BECAUSE OF THE RESTRICTIVE IMPORT REGULATIONS AND HIGH TARIFF BARRIERS. BY MAKING USE OF THE DIPLOMATIC FRANCHISE PRIVILEGE, U.S. EXPORTERS ARE ENABLED TO EXHIBIT THEIR GOODS WITHOUT HAVING TO MAKE THE HEAVY CASH OUTLAY NORMALLY REQUIRED FOR RE-EXPORT BONDS (THE BONDS AVERAGE 80 PERCENT AD VALOREM). WITHOUT THIS TYPE OF ASSISTANCE AND ENCOURAGEMENT LOCAL CONDITIONS WOULD MAKE THIS TYPE OF MARKETING APPROACH PRACTICALLY IMPOSSIBLE. ASIDE FROM THE OBVIOUS ADVANTAGES OF THE EXHIBITION TECHNIQUE AS A MEANS OF DEMONSTRATING THE EQUIPMENT TO A LARGE NUMBER OF PROSPECTIVE CUSTOMERS, THE SHOWS ENABLE U.S. EXPORTERS TO LAND EQUIPMENT IN ARGENTINA WHICH IN MANY CASES WOULD NOT OTHERWISE QUALIFY FOR AN IMPORT PERMIT. AS A RESULT OF HAVING THE EQUIPMENT ON HAND, U.S. EXPORTERS ARE FREQUENTLY ABLE TO JUSTIFY A CUSTOMS RECLASSIFICATION WHICH RESULTS IN A SIGNIFICANT DUTY REDUCTION BY BEING ABLE TO PROVE ITS TECHNOLOGICAL SUPERIORITY TO "SIMILAR" EQUIPMENT MANUFACTURED LOCALLY. AS REF (B) INDICATES, THE TRADE CENTER USING THIS TECHNIQUE ACCONTED FOR A SIGNIFICANT PERCENTAGE OF TOTAL U.S. EXPORTS DURING ITS PERIOD OF OPERATION.

4. THE EMBASSY WISHES TO EMPHASIZE THAT THESE TWO EMPLOYEES SHOULD NOT BE COUNTED AS PART OF THE NORMAL COMPLEMENT OF ITS COMMERCIAL SECTION WHEN EVALUATING STAFFING LEVELS, AS THEY HAVE A VERY SPECIFIC MISSION TO PERFORM NOT NORMALLY CARRIED OUT BY EMBASSIES WITHOUT TRADE CENTERS.

HILL

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